

Hello

I'm Erica Perry

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About me

I have 8+ years of experience in communications, content, and editorial strategy, with roles spanning media & publishing, PR, and consulting. I'm skilled at storytelling, content development, event programming, project management, and collaborating with internal and external senior stakeholders.

Experience

AUGUST - OCTOBER 2023

The Imaginarium & EY Financial Services Organization (Contract) – B2B Content Manager

- Led 3-month thought leadership project for 10+ executives within EY's Financial Services Organization
- Leveraged account-based marketing (ABM) data to develop thought leadership strategies and develop briefs that enabled EY executives to create content most aligned with target account interests
- Managed team of writers from briefing process to editing, developing more than 30 posts/week
- Served as account manager to partners, capturing feedback and communicating project updates

FEBRUARY 2023 - PRESENT

Independent Marketing & Communications Consultant

- Supporting brand strategy for venture-backed consumer startup (stealth mode), including competitive analysis, positioning strategy, and category research
- Providing content marketing for financial services company: creating compelling, SEO-optimized long-form content and industry newsletter content
- Copywriting and marketing support for digital media company

JANUARY 2021 - JANUARY 2023

Adweek – Senior Manager, Programming & Events

- Lead end-to-end programming for Adweek events (speaker curation, content definition, project oversight)
- Oversee cross-functional project management of events, serving as the hub of information for all event details and share with internal and external teams
- Define editorial themes and topics for in-person and virtual events ; program senior executives
- In conjunction with the managing editor, organize and execute on editorial coverage for events
- Support marketing efforts through content development
- Moderate Adweek events and manage with back-end production for virtual events

MARCH 2019 - DECEMBER 2020

Social Media Week – Manager, Editorial, Marketing & Programming

- Editorial lead for Social Media Week website and emails, reaching an audience of 200K marketers
- Partnered with CEO to define editorial themes and set brand voice for SMW across all touchpoints
- Organized and execute on editorial coverage for conferences, including overseeing freelance contributors

- Programmed senior-level marketers and thought leaders for live conferences and on-demand platform, with 20+ original series airing weekly
- Produced conferences, podcasts, and digital content
- Moderated live chats during webcasts to drive community engagement
- Researched and developed long-form reports for brand content partners

JUNE 2018 - FEBRUARY 2019

CXO Communication – *Communication Strategist*

- Managed accounts for healthcare, technology, and professional services clients
- Engaged with clients to develop strategies and communications programs, including media and analyst relations, press release development, PR monitoring, and coverage review & analysis
- Developed social media content calendar for clients
- Supported new business initiatives and marketing efforts on behalf of CXO corporate brand

APRIL 2017 - MAY 2018

Ursa Major Media – *Content & Communications Strategist*

- Provided B2B content, marketing, and communications support to businesses in tech, media, and higher ed. including AND CO (acquired by Fiverr, Jan. 2018), Crowdcentric, and Suffolk University
- Content development (blog posts, email campaigns, social media, long-form)
- Copyediting (grammar, proofing, SEO optimization)
- Social media copy development
- Press coverage strategy & pitching, including media monitoring

AUGUST 2016 - APRIL 2017

FTI Consulting – *Corporate Communications Associate*

- Performed day-to-day components of internal communications programs on a company-wide, global basis to support cross-departmental collaboration, awareness, and processes
- Created global communications digest & intranet content that delivered marketing ops assets to consultancy
- Produced internal communications collateral for business functions (e.g., IT, HR, Marketing)
- Engaged with internal stakeholders (e.g. Marketing, IT, HR) to identify communication goals and translate them into creative content
- Developed company event communications, collateral, and presentations
- Delivered internal communications analytics for performance improvement

Skills

- Communications and editorial strategy
- Copywriting, editing, and content development
- Leadership communications
- Event programming
- Project management
- Media relations
- Client service / account management

- Marketing operations

Education

2011-2015

Boston College – *B.A. Communications*